

REMARKS

Reconsideration of this patent application is respectfully requested in view of the foregoing amendments, and the following remarks.

The Applicants comment upon the prior art rejections of the claims as follows.

The present invention is directed to an information system including at least one user's device connected via a connection unit to a memory device for storing information, characterized by including into said system a device for generating a set of requested information and advertising information, connected to the memory device for storing information and to the connection unit, and comprising an entry for inputting the advertising information, and also by including into said system an advertising information memory device, connected to said entry of said device for generating, said device for generating being programmed with capabilities for forming of said set according to preliminary chosen procedure of different sequencing of the provided requested information and advertising information or of simultaneous presentation of requested and advertising information.

After having thoroughly reviewed the prior art cited by the Patent Examiner, it was decided to amend independent claim 41 so that the difference between the usual TV set and the claimed system was clearly pointed out. The text of the now amended independent claim 41 has amended features of the device for generating on the basis of information contained in the description (see paragraphs 4, and 7 to 11 of the section "The Preferred Version..").

It is clear from the now amended claim 41 that the device for generating works according to the one of programmed procedures with different sequencing of requested and advertising information. The specific procedure is chosen preliminarily and the set of information is preliminarily formed in chosen mode and then presented to the user.

In the cited patent to *Gerszberg*, preliminary forming of a set of information in preliminarily chosen sequence does not take place. A television is not capable of performing such a procedure. The user has to change channels but he cannot control the sequencing of interesting to him requested information (program) and advertising information. When an interesting program is interrupted by advertising information he has to watch it, or to watch another program, but not that programming which is very interesting to him. In the claimed system, the user

himself can preliminarily choose the mode (sequencing) of presenting information.

Please note that the Russian text of the PCT application contains the term ("preliminarily") in the paragraph on page 4 of the section "The preferred version..." So the last part of this paragraph is translated more correctly as: "...using the device for generating a set of requested and advertised information preliminarily before it is provided to the user."

For these reasons, the present Specification has been amended on Page 4 to recite this terminology.

Neither *Gerszberg U.S. Patent No. 6,292,210*, nor *Boylan U.S. Publication No. 2004/0194138* teach or suggest the present invention, as now claimed, especially wherein said device for generating being programmed with capabilities for forming of said set according to preliminary chosen procedure of different sequencing of the provided requested information and advertising information or of simultaneous presentation of requested and advertising information.

For all these reasons, none of the prior art references provide an identical disclosure of the claimed invention. Hence

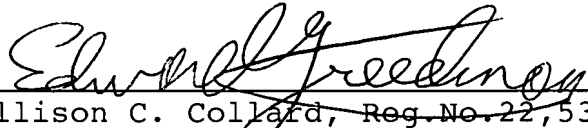
the present invention is not anticipated under 35 U.S.C. 102.
Withdrawal of this ground of rejection is respectfully requested.

For all the reasons set forth above, the present invention,
and all the claims, are believed to be patentable under
35 U.S.C. 103 over all the prior art applied by the Patent
Examiner. Withdrawal of this ground of rejection is respectfully
requested.

A prompt notification of allowability is respectfully
requested.

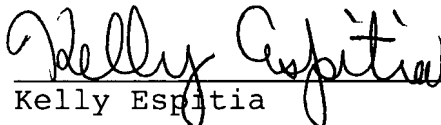
Respectfully submitted,
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Enclosures: Copy of Petition - Two Month Extension of Time

I hereby certify that this correspondence is being deposited with the
U.S. Postal Service as first class mail in an envelope addressed to:
Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on
July 6, 2007.


Kelly Espitia